



譚仔三哥米線  
TAMJAI SAMGOR MIXIAN

# TAMJAI SAMGOR MIXIAN CASE STUDY

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# OUTLINE



1. BACKGROUND OF TAMJAI SAM GOR

2. CURRENT LOYALTY PROGRAMME

3. EXISTING PROBLEMS

4. POSSIBLE IMPROVEMENTS

5. E-CRM STRATEGIES



# 1. Background and Story of TAMJAI SAMGOR



- The “TamJai SamGor Mixian” brand is a fast casual restaurant chain in Hong Kong with operations in Singapore and Japan.
- was formed in 1996 by SamGor and his siblings. However, due to the divergence of opinions, they parted company and divided into 2 companies (TamJai SamGor and TamJai Yunnan Mixian)
- Has over 16 years of history, and the first restaurant under the TamJai SamGor Mixian brand in Hong Kong was opened in 2008.
- In 2020 and 2022, they opened their first restaurants under our brand in Singapore and Japan, respectively.



# 2. Current Loyalty Programme



譚仔三哥  
TAMJAI SAMGOR MIXIAN

**Member Benefits**

Unlock Exclusive Offers with SamGor Spicy Club! Join our membership for free and dive into a world of exclusive deals:

**Earn Rewards**  
For every HK\$1 spent, earn 1 point! Redeem a Free Topping Coupon once you reach 60 points. Stay tuned for more exciting Jetso and Points Redemption Programs!

**VIP Benefit Period**  
Spend HK\$600 within 90 days to unlock the exclusive "VIP Benefit Period". Enjoy a 20% discount on dinner for 180 days—available for both dine-in and takeaway!

**Extend Your VIP Benefit Period**  
During the 180-day VIP Benefit Period, simply accumulate another HK\$600 in spending, the VIP Benefit Period will be extended automatically afterwards. Otherwise, the VIP Benefit Period will expire automatically.

**Celebrate with Us**  
Complete your profile by filling your birthday information to receive special surprises just for you!

**譚仔三哥**

**三哥辛勢力 盲盒系列**

APP會員 預購價 \$48/個  
\$288/組 (價值\$540)

全6款 +1款隱藏版 辛勢力來襲!

Link your HSBC Red Credit Card to our App for a free tasty treat to your meal!  
[Link Now >](#)

**391 pts**  
Equivalent to 6 extra toppings  
[Redeem now](#)

211 pts to be expired by 2026/09/30

**[VIP offer] Dinner 20% off upon for 137days**

\$51 /\$600

VIP Benefit Period till 2026/04/05. Enjoy!

**Dine-in/ Earn points** **Takeaway**

**Order Again**  
Select Your Own Mixian  
2025-10-30  
[View recent orders records >](#)

**Home** **Inbox** **Jetso** **Store** **Profile**

**Jetso**

**A活動** **Coupons 6** **積分兌換** **印仔卡**

**300 pts** **500 pts**

**[Points Redeem]** Vegetarian Bean Curd Sh...  
[Dine-in](#) [Takeaway](#)

**500 pts**

**[Points Redeem]** Pig Ear  
[Dine-in](#) [Takeaway](#)

**600 pts**

**[Points Redeem]** Roast Pork Jowl  
[Dine-in](#) [Takeaway](#)

**800 pts**

**[Points Redeem]** TuFei Chicken Wings(3pcs)  
[Dine-in](#) [Takeaway](#)

**800 pts**

**Home** **Inbox** **Jetso** **Store** **Profile**

**Happy Birthday**

Enjoy a free drink upon purchase of any Mixian

**Happy Birthday**

Photos are for reference only. Actual product and portion may vary

**Dine-in** **Takeaway**

**[Birthday Exclusive] Free drink upon purchase of any Mixian(Mobile Order Only)**

Valid Until 2025/12/01

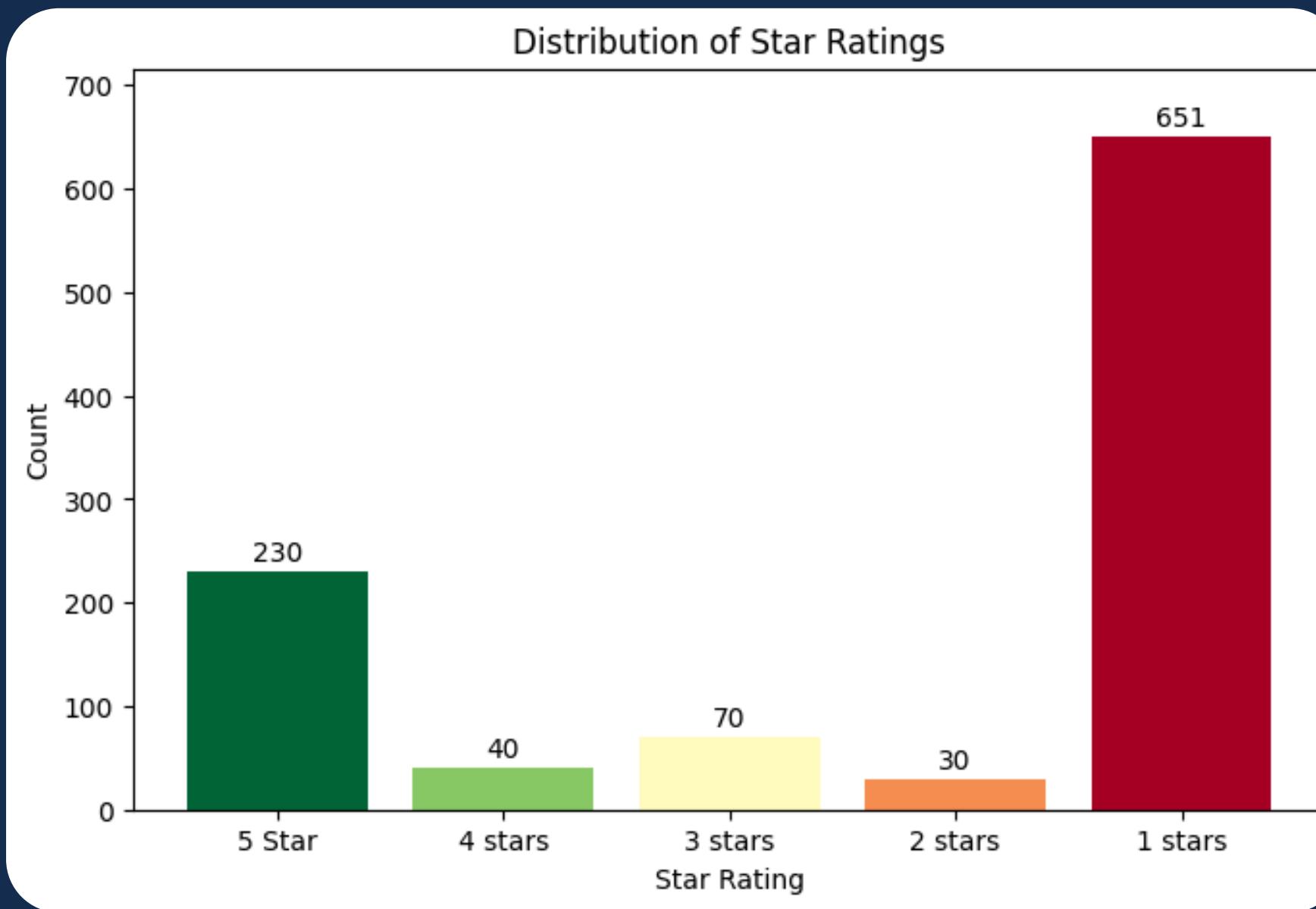
**Description**  
Happy Birthday!  
Enjoy a Complimentary drink\* upon any Mixian^ purchase (Mobile Ordering Only)

\*Complimentary drink includes hot/ iced drinks & soft drinks only  
(Special drinks, lemon coke/ sprite, canned coffee/ tea and bottled drinks are not included)

\*Applicable Mixian includes: Select Your Own Mixian,

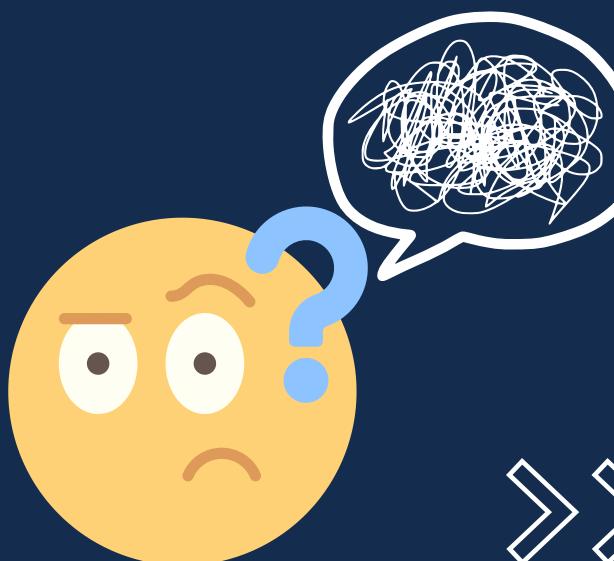
**Use**

# CURRENT PROBLEM OF LOYALTY PROGRAMME



- Total number of reviews = 1.02k
- More than half gave the app a low rating (~700)
  - Indicated that most of the customers do not satisfied with it

## What Happened???



Data scraped from Google Play [Ratings & Reviews](#)



# CURRENT PROBLEM OF LOYALTY PROGRAMME

## “Forced”

Scan qr code to order is ok but force to join member is very very BAD experience!!!!!!!!!  
Need to join their membership in order to dine in

## “Functional Issues”

QR code always Invalid  
Never able to scan QRcode  
system error, cannot press the "next page" button.

## “App / System Issues”

slow reation and I prefer make an order to a in-shop staff  
The dine in order system is slow.

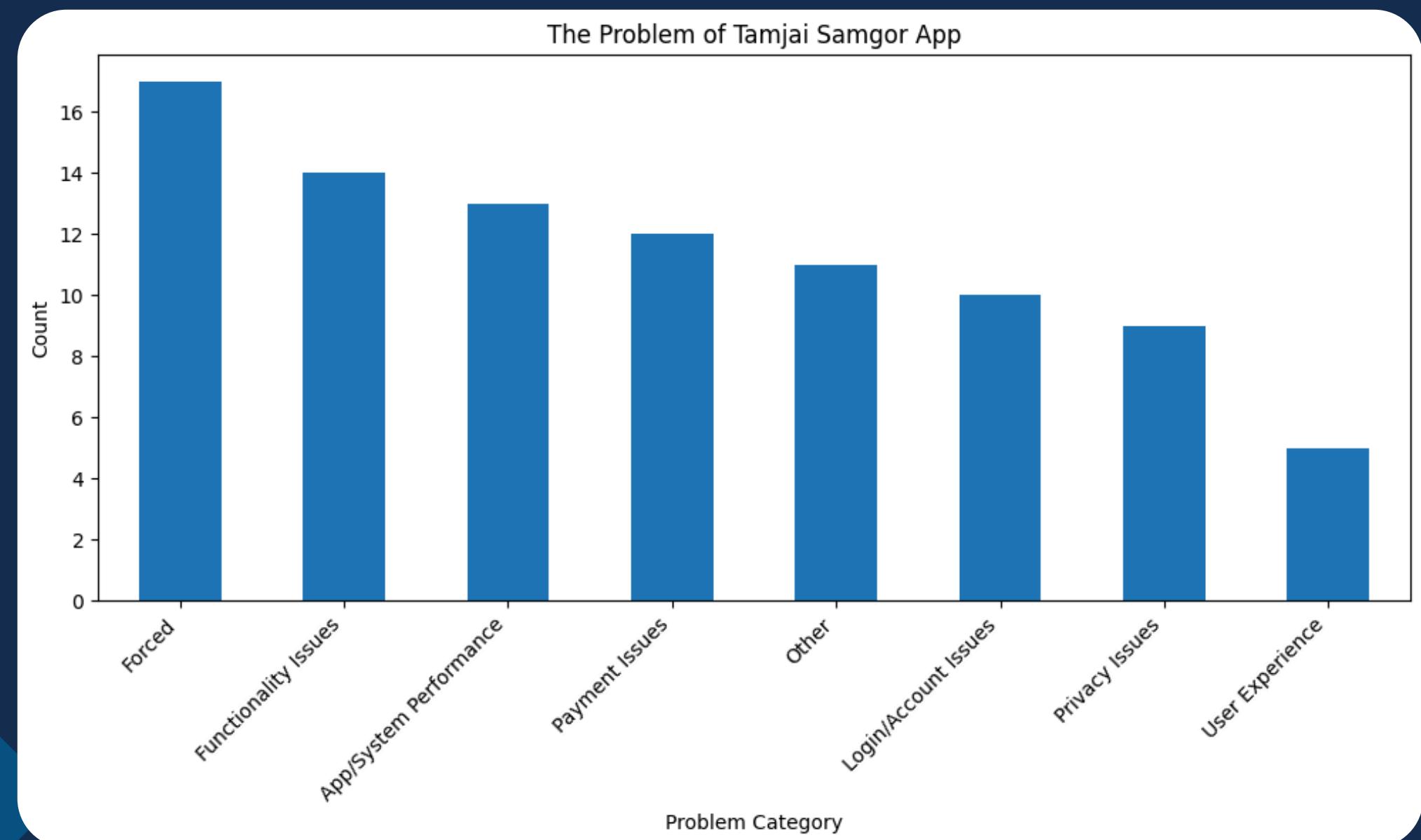
Data scraped from Google Play [Ratings & Reviews](#)

## “Others”

the app is useless.  
Rubbish  
On app  
Bad bad bad



# CURRENT PROBLEM OF LOYALTY PROGRAMME



Data scraped from Google Play [Ratings & Reviews](#)

~100 samples (newest)

Highest voting that they felt being forced to join the loyalty programme. Then, followed by functional issues and app performance.

The concept of the loyalty programme is good, but the way to implement it is bad.

I just want to eat!!!

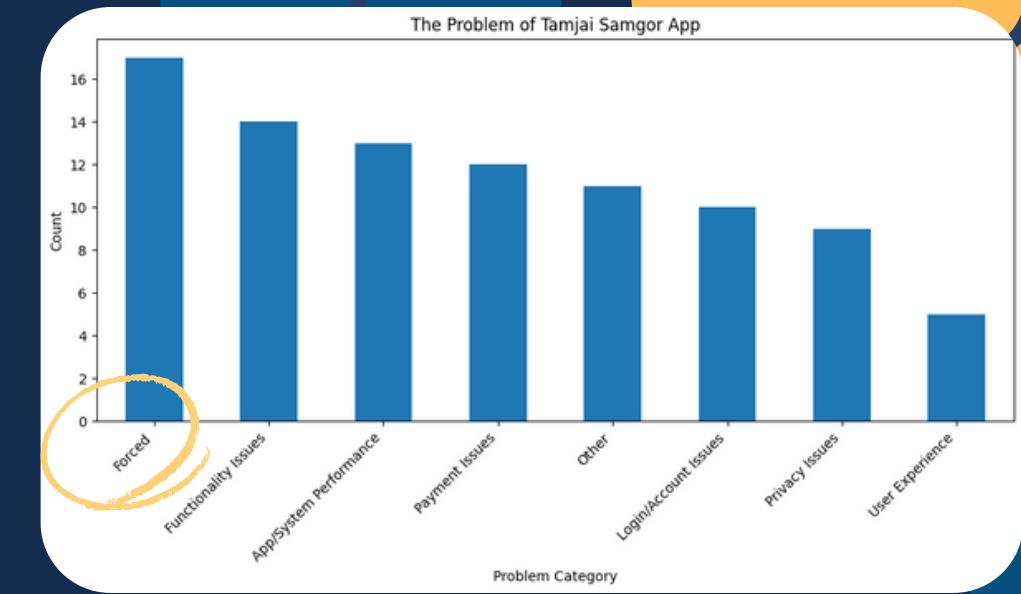
So many bugs!

Can't scan the QR code!



# IMPROVEMENT TO BE DONE

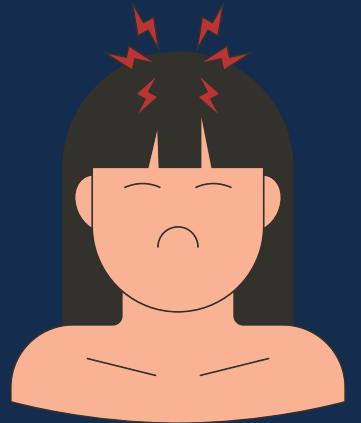
Remove “forced join” barrier



- The negative feeling leads to dissatisfaction and bias
- Minor mistakes feel annoying

To deal with:

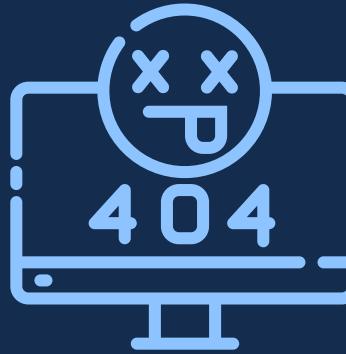
- Let customers order online without downloading the app
- Add motivation to encourage joining the membership



**“VOLUNTARY PROGRAMS CREATE TRUE LOYALTY.”**

# IMPROVEMENT TO BE DONE

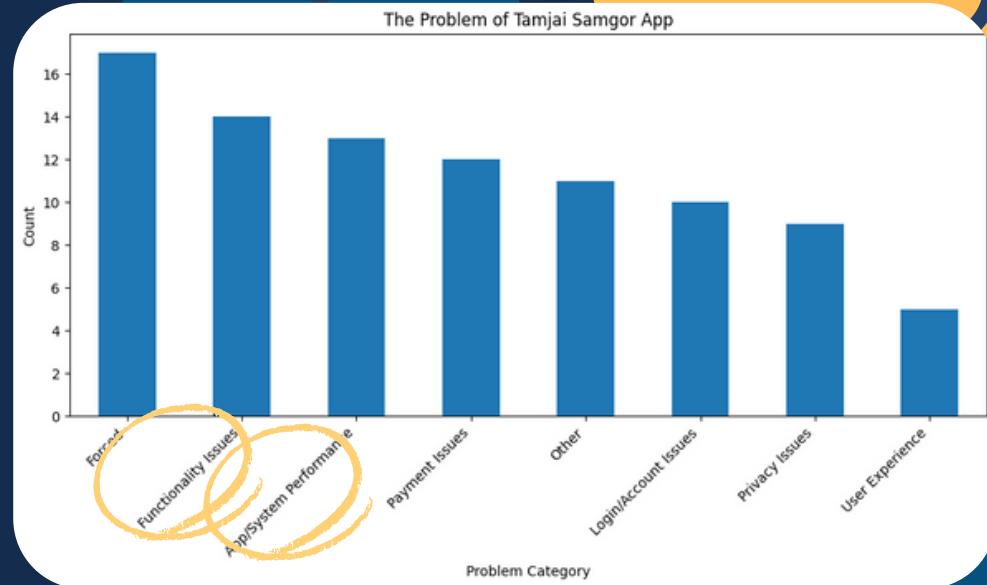
## Fix the Functional and System Reliability



- Always error
- Customers feel annoyed and dissatisfied
- Negative comments

To deal with:

- Stabilize QR ordering & server response
- Regular app maintenance
- Develop in-app bug-report button
  - Reward users with points for feedback



# IMPROVEMENT TO BE DONE

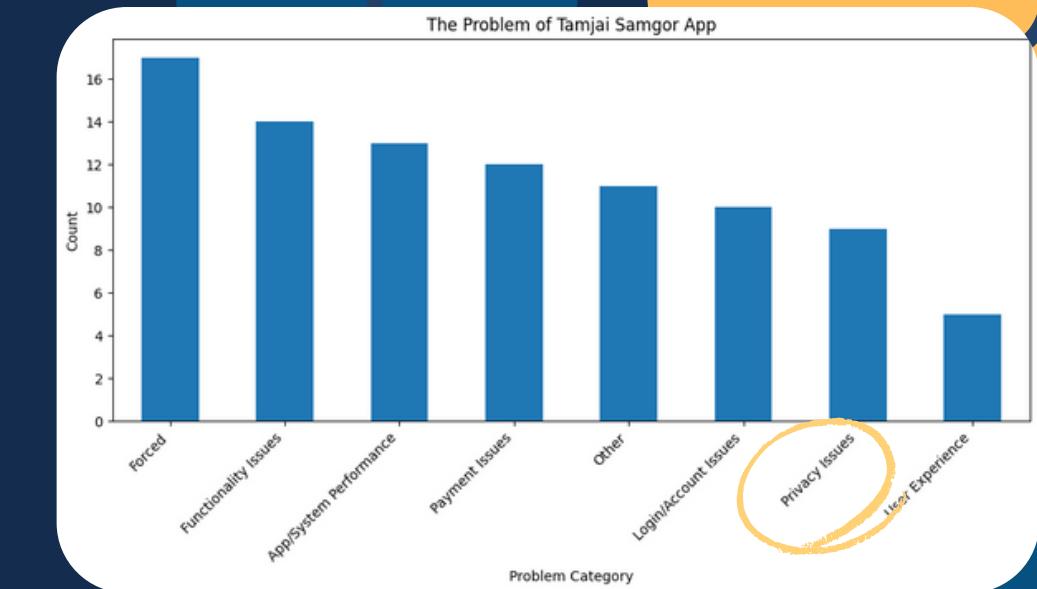


## Build Privacy Trust

- The app asks to provide too much personal information
- Unclear the way they use
- Customers feel concerned ➡ unwilling to use the app

To deal with:

- Cancel unrelated question (too deep and private)
- Change wordings
  - Home address ➡ Which store(s) you visit the most?
- Be clear why data is collected and how it's used



# IMPROVEMENT TO BE DONE

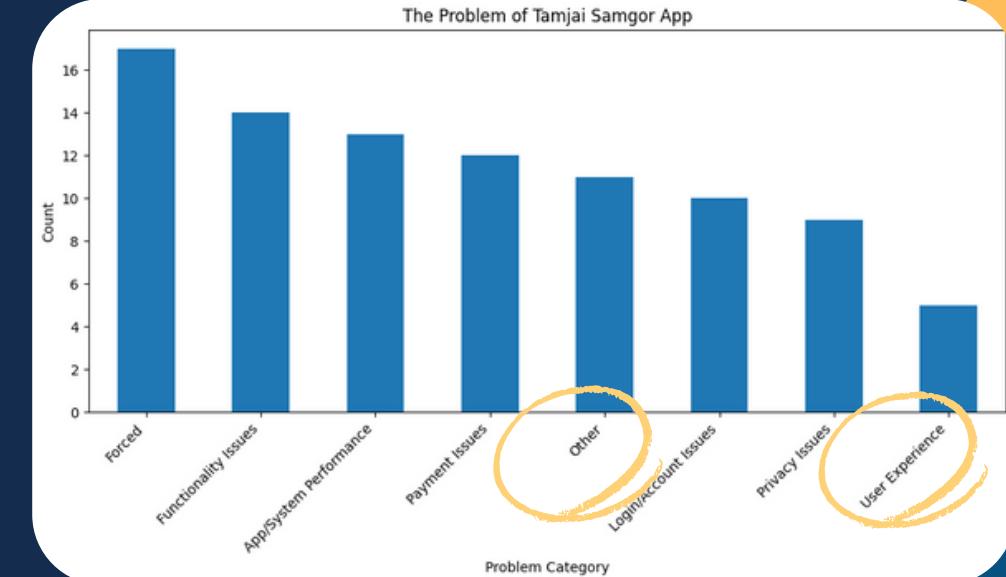
## Provide Value to Customers



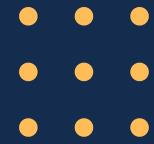
- Customers think useless
- They don't think the app & loyalty program provide benefits to them

To deal with:

- Provide value to them
- Personalization
  - The most frequent options at the top
  - Personalize coupons
- Redesign the Reward Structure
  - Make it Attractive & engaging



# INNOVATIVE E-CRM STRATEGIES

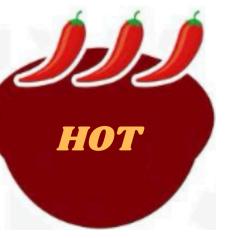


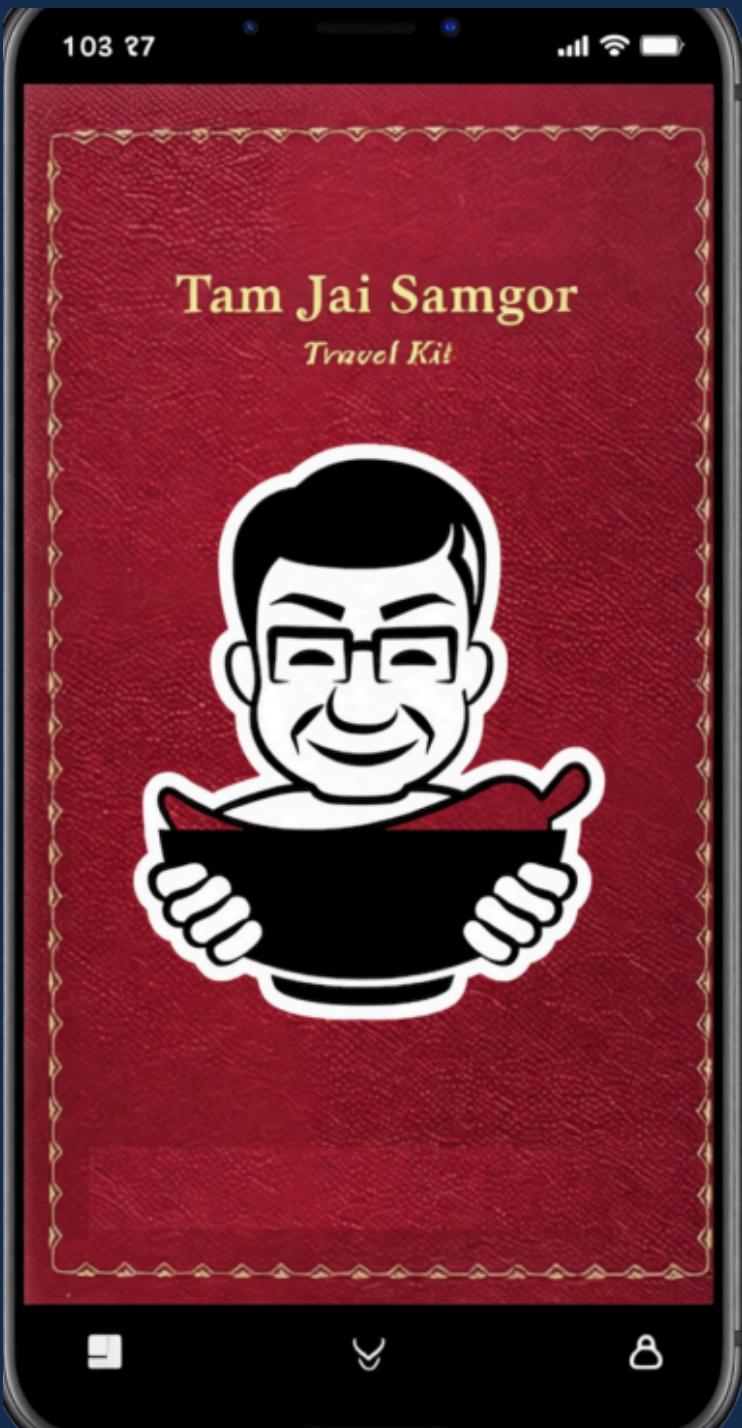
01 THE “SPICE PASSPORT” E-CRM STRATEGY

02 TJSG “18 DISTRICTS IN 180 DAYS” CHALLENGE

# THE “SPICE PASSPORT” E-CRM STRATEGY

## Tam Jai Samgor Membership Tier Distribution

RFM segment	requirements	Passport Tier	Perks & Benefits
Royals	50 bowls within 5 months		Entitled to all benefits including privilege to premium and seasonal soup bases and topping
Loyal	12-13 visits/ 1200 points		Free bonus birthday bowl and priority seating during weekdays
Potential Loyalist	5-6 visits/ 500 points		2x points collector
New Customers	register an account		Welcome coupons (e.g., free toppings)





# GAMIFICATION STRATEGIES

活動

Coupons ②

Redemption

Stamp Card

Win the “**Spice Lord**” Badge

Reward: Redeem 500 points



Valid till: 2025.11.23



## “MASTER OF SOUPS”

- Challenge : Finish all types of soup bases
- Win “Master of soup” badge and earn benefits

## “*SPICE STREAKS*”

- low-tier members → Increase purchase
- Challenge : “mild 1/3” to “extra hot” within 2 weeks
- Win a badge “spice lord” and earn additional bonus of 500 points

Win the “**MASTER OF SOUPS**” Badge

Reward: Enjoy 2 free soup bowls of your choice



Valid till: 2025.12.10



# SOCIAL MEDIA CHANNELS



## INTERESTING TRENDS



- CUSTOMER ENGAGEMENT
- BRAND REPUTATION



# 18 DISTRICTS IN 180 DAYS



## WHAT IT IS:

- VISIT TJSG BRANCHES ACROSS HONG KONG'S 18 DISTRICTS WITHIN 180 DAYS
- COLLECT DIGITAL DISTRICT STAMPS INSIDE THE TJSG APP

## WHY IT MATTERS:

- INCREASES FREQUENCY AND AOV
- REDISTRIBUTES TRAFFIC TO LOW-VISIT STORES
- BUILDS BRAND BUZZ AND LOCAL PRIDE
- VISUAL: SIMPLE TIMELINE SHOWING 180-DAY WINDOW
- EMPHASIZE THE BALANCED PACE (AVG. 10 DAYS PER DISTRICT).

## RULES

### QUALIFYING VISIT:

- PURCHASE ANY BOWL/SET ABOVE HKD [\$50]
- SCAN RECEIPT QR IN-APP + ALLOW DEVICE LOCATION

### CREDIT:

- 1 VISIT = 1 DISTRICT STAMP (PER DISTRICT)
- MAX 2 DISTRICTS/DAY CREDITED

### ANTI-GAMING:

- GEOFENCE MATCH + UNIQUE RECEIPT VERIFICATION



## DYNAMIC MULTIPLIERS (BOOST HOURS)

### GOAL:

- NUDGE TRAFFIC TO LOW-VISIT BRANCHES

### MULTIPLIER BANDS:

- X1.2 (SOFT), X1.5 (LOW), X1.8 (VERY LOW) VS. TARGET TRAFFIC

### WHEN IT APPLIES:

- OFF-PEAK WINDOWS (E.G., 14:00-17:00, AFTER 20:00)
- WEEKDAYS BY DEFAULT; HQ CAN OPEN WEEKENDS

### TRANSPARENCY:

- STORE CARD SHOWS "BOOST X1.5 TODAY 14:00-17:00" + WHY TOOLTIP

# 18 DISTRICTS IN 180 DAYS

## REWARDS LADDER (DROP-OFF PREVENTION)

- 3 DISTRICTS: FREE TOPPING COUPON (7-DAY VALIDITY)
- 6 DISTRICTS: LIMITED ENAMEL PIN OR DIGITAL AVATAR FRAME
- 9 DISTRICTS: HEAT MASTER BOWL UPGRADE
- 12 DISTRICTS: SECRET MENU TASTING OR KITCHEN-COUNTER INVITE
- 15 DISTRICTS: BRING-A-FRIEND COMPANION VOUCHER
- 18 DISTRICTS: “SAM GOR CITY CHAMPION” METAL SPOON + 苗僑偉公仔 (SUGGESTED CELEBRITY ENDORSEMENT)
- MOSTLY EXPERIENTIAL TO MANAGE MARGIN
- MILESTONE SPACING REDUCES FATIGUE.



# 18 DISTRICTS IN 180 DAYS

## DATA, LOGIC, AND PILOT PLAN

- STORE↔DISTRICT MAP; TRAFFIC INDEX VS. TARGET; MULTIPLIER ENGINE (UPDATES EVERY 30 MINS)
- VISIT EVENT SCHEMA: USER\_ID, STORE\_ID, DISTRICT\_ID, TIMESTAMP, SPEND, RECEIPT\_ID, LOCATION\_OK, MULTIPLIER\_APPLIED

## PILOT (8 WEEKS):

- 6 DISTRICTS, 12-15 BRANCHES (INCL. 4 LOW-VISIT)
- TARGETS: +10-15% BOOST-HOUR TRAFFIC, +6-8% REPEAT, +3-5% AOV LIFT

## MEASUREMENT:

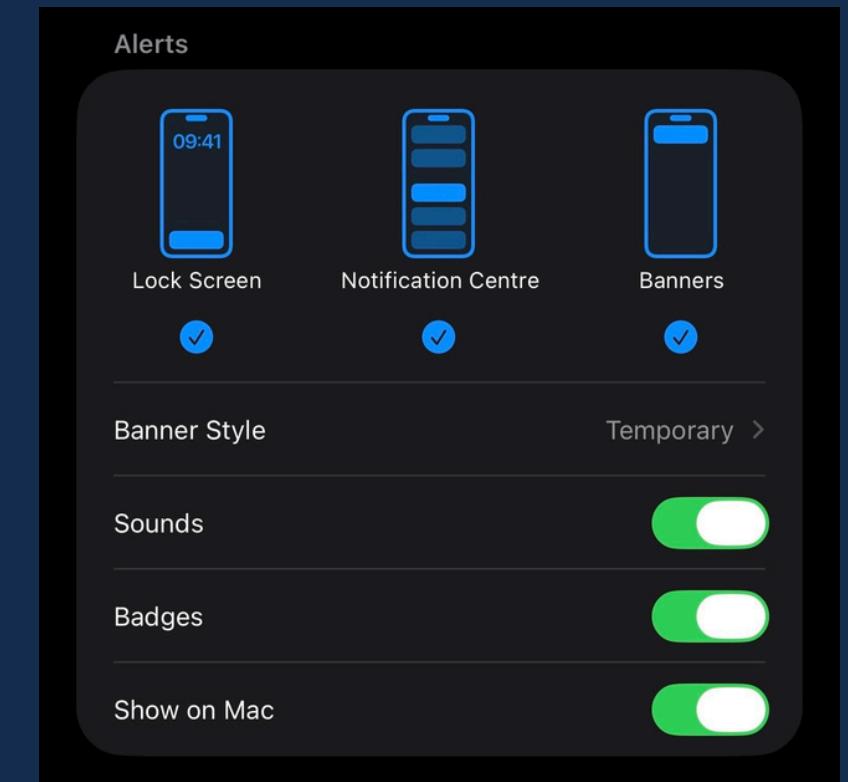
- COMPLETION RATES (3/6/9/12/15/18)
- CANNIBALIZATION CHECK; NPS; DISPUTE RATE
- BUILD CONFIDENCE BEFORE FULL ROLLOUT.



## GO-TO-MARKET COMMS

### PUSH:

- “STAMP YOUR FIRST DISTRICT TODAY. TSUEN WAN & SHA TIN X1.5 TILL 5 PM.”
- IN-STORE: POSTERS, TABLE TOPPERS, QR ENROLLMENT
- MID-JOURNEY NUDGES:
- “1 STAMP TO YOUR 6-DISTRICT REWARD. NEAREST BOOSTS: NORTH POINT X1.2, YUEN LONG X1.5.”
- WIN-BACK:
- “14 DAYS SINCE YOUR LAST STAMP—TWO DISTRICTS ARE BOOSTED THIS AFTERNOON.”
- SOCIAL/PR:
- USER LEADERBOARD HIGHLIGHTS; UGC OF DISTRICT STAMPS
- SPEAKER NOTES: OWNED CHANNELS FIRST; SMALL PR BURST FOR LAUNCH.





# THANK YOU!

